

Jon TANE P.R.

The knowledge you desire. The results you demand.

Public Relations Campaign Plan

Client: Motorcycle Safety Workgroup and the NC Governor's Highway Safety Program

April 30, 2006

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The Problem

The number of motorcycle crashes occurring on North Carolina highways has been steadily on the rise for the past six years. According to data presented to our team, motorcycles account for less than 1.5 percent of the total miles driven annually on roads throughout our state, but motorcycle crashes cause more than 9 percent of all annual motor vehicle fatalities. These trends show an escalation of motorcycle crashes in general, and a growing number of the fatalities related to these crashes are something that giveS the North Carolina Governor's Highway Safety Program cause for serious concern.

A special motorcycle task force has recognized the gravity of this situation and has acknowledged the crucial need for the implementation of a public relations campaign to raise awareness of this issue. General programs aimed at all motorists such as "Click It or Ticket" and "Booze It & Loose It" have had a tremendous impact on preventing crashes and promoting safety on North Carolina roads, but neither of these specifically target and speak directly to motorcycle riders.

The problem facing Jon TANE PR is to develop a specific message that will get through to both motorcycle riders and other motorists on the roads to help reduce the growing number of crashes that we are currently experiencing. Motorcycle riders are a fairly difficult sect of the driving population to directly address because of a wide level of diversity within such a small general population, but the campaign messages laid out over the course of this document are tailored to reach this group with a single message that is both strong and clear.

Situation Analysis

There are four main factors which are contributing to the increasing number of motorcycle crashes: a lack of riding skills for some groups of riders, a propensity to ride while impaired, a general pursuit of speed and aggressive driving, and a lackluster respect for the necessity of safety gear. All four of these areas are very serious problems facing the motorcycle riding community, and all four of these areas are responsible for causing numerous crashes and fatalities each year.

Until the general riding population is made aware of the seriousness of just how dangerous a motorcycle can be when not operated properly and with the utmost respect for the capabilities of these machines, then the growing number of crashes we are currently seeing is going to continue to be a problem without a solution. While North Carolina does offer a highly effective motorcycle safety education program, it is not a prerequisite that people know what they are doing before they purchase and begin riding motorcycles.

The riding population must be made aware of the dangers that irresponsible riding can cause, and Jon TANE PR's "Respect Life. Respect the Machine." campaign was created to do exactly that.

Publics

We at Jon TANE PR designed our campaign to target two primary publics and one very important secondary public. The two primary publics that our messages were developed to impact are young riders, ages 18-25, and older riders, ages 35-49. Our

research suggests that these two age groups are the most susceptible to crashes caused by the four factors listed above. Our campaign is designed around the belief that all four of these problems are prevalent to a certain extent throughout each of these two groups, and each problem is addressed by messages that members of each group will be able to decipher easily.

The secondary public that our campaign speaks to is other motorists. These people need to recognize that motorcycles are entitled to the same amount of room and respect as any other vehicle on the road, and the dangers that can be associated with failing to do so.

The messages presented in this campaign were developed to target specifically these groups of motorists, and based upon research conducted by our team to find the best possible ways to appeal to each of them.

GOAL

To reduce motorcycle crashes and resulting fatalities in North Carolina through a researched a focused public relations campaign.

Objectives

Objective 1: To have 200 people sign up for our networking program by Sept. 3, 2007

Strategy 1: Promote the networking program by publicity using controlled and uncontrolled media, a Web site, events, and information solicited from established sources

Tactic 1: Design a Web site through which new and experienced riders may register to be contacted and assigned to groups

Tactic 2: Use the Raleigh Fairgrounds for Sept. 3, 2006, as the site for a

publicity event for our Networking Program/site

Tactic 3: Place advertisements on the radio, television, and in newspapers for both the publicity event and the general program

Tactic 4: Distribute flyers advertising the program, site, and event to the DMV, motorcycle dealerships, and select bars

Tactic 5: Design a survey to screen experienced riders to determine if they are fit for our program

Tactic 6: Solicit motorcycle clubs, DMVs, and motorcycle bars for names and contact information of experienced riders.

Tactic 7: Contact these riders and ask if they would be willing to participate and register for our program.

Tactic 8: Design brochures advertising the program and Web site for the DMV to distribute to new riders as they are licensed

Tactic 9: Talk to dealerships about providing discounts on safety gear to riders who register for our networking program

Tactic 10: Design t-shirts for our networking program that will be given away at our publicity event

Tactic 11: Compile a packet of safety information to post on the Web site and to distribute to riders who register for our program and attend the networking event

Objective 2: To increase the purchase of safety gear by 3 percent by Sept. 3, 2007

Strategy 1: Crashes are inevitable for motorcyclists, but the outcomes are something riders still have a great deal of control over. We will disseminate this

message and use fear tactics as well as discount incentives to reach this goal.

Objective 3: To decrease motorcycle accidents involving other motorists by 3 percent by

September 3, 2007

Strategy 1: To dispel the viewpoint held by many motorcyclists that

motorists are a primary cause of crashes

Strategy 2: To increase motorists' awareness of motorcyclists on the road as well

as help foster a more positive attitude toward them

Objective 4: To reduce the number of new riders who purchase motorcycles above 600cc

by 3 percent by Sept. 3, 2007

Strategy 1: To disseminate messages to motorcyclists about responsible decision

making and the importance of only purchasing bikes compatible with the rider's

skill level

Objective 5: To reduce the number of alcohol-related crashes by 3 percent by Sept. 3,

2007

Strategy 1: To educate riders of the differences of drinking and riding versus

drinking and driving

Strategy for Objectives 2, 3, 4, & 5: Promote these objectives and strategies by

using controlled and uncontrolled media tactics.

Objective 2 Tactics (increase purchase of safety gear)

Tactic 1: Offer discount coupons to those involved in the Band of Bikers

Networking Program

Tactics 2: Run print ads and billboards that stress the importance of safety

gear

Objective 3 Tactics (decrease motorcycle crashes involving other motorists)

Tactic 1: Design billboards with information for motorists about motorcyclists

Tactic 2: Propose a feature article about a motorist who was in a crash with a motorcyclist because the motorist didn't see the rider

Tactic 3: Place PSAs on the radio and TV about the importance of being aware of bikers on the road

Objective 4 Tactics (reduce number of new riders purchasing bikes over 600cc)

Tactic 1: Run print ads about the importance of responsible bike purchasing

Tactic 2: Distribute information to dealerships about discouraging inexperienced riders from purchasing bikes that are too powerful for their skill level

Objective 5 Tactics (reduce the number of alcohol related crashes)

Tactic 1: Design posters about drinking and riding to be placed behind urinals at biker bars

Tactic 2: Propose a feature article about a motorcyclist who crashed because of impaired riding

Tactic 3: Place PSAs about safe riding on the radio

Evaluation

To evaluate the efficacy of our campaign, we will be conducting data analysis of survey results, sales records, and crash statistics. Data will be collected both before and after the implementation of our campaign so we can compare. We will look for decreases in the number of alcohol related motorcycle crashes, motorcycle crashes involving other motorists, and new riders purchasing motorcycles over 600cc. We will look for increases in sales of safety gear at dealerships throughout North Carolina. In addition, we will conduct pre- and post- surveys of both motorcyclists and other motorists to gauge motorcyclists' behaviors and motorists' attitude towards motorcyclists. We hope to see a decrease in aggressive driving by motorcyclists, though we realize self-reported data is not always completely reliable. We also hope to see riders taking more responsibility for their actions on the road as opposed to blaming other motorists. As for the other motorists, we hope to see an improvement in their attitudes towards motorcyclists as well as their behavior toward them.

Media Contact List

Asheville

Asheville Citizen-Times

Polly McDaniel, Features Editor, (828) 232-5834, e-mail: pmcdaniel@citizen-times.com

Rock 104.9

Office Line: (828) 257-2700

Street Address: 1318-B Patton Ave., Asheville, NC 28806

Rock 101

Main Office: (864) 271-9200

Street Address: 25 Garlington Rd., Greenville, SC 29615

Charlotte

The Charlotte Observer

Local News: localnews@charlotteobserver.com

The Mecklenburg Times

Address: P.O. Box 36306, Charlotte, NC 28236

Phone: (704) 377-6221

Ken Gibson, Editor, E-mail: kgibson@mecktimes.com

95.7 The Ride

Address: 1515 Mockingbird Lane Suite 910, Charlotte, NC 28209

Phone: (704) 527-0957

Dave Lingafelt, General Manager, dave@957theride.com

Fox 99.7

Address: 801 Wood Ridge Center Drive, Charlotte, NC 28217

Business Phone: (704) 714-9444

Durham

The Durham Herald-Sun

Mailing address: The Herald-Sun, 2828 Pickett Road, Durham, NC 27705

Cliff Bellamy: Assistant Features Editor, (919) 419-6744

cbellamy@heraldsun.com

106.1 RDU

Address: 3100 Smoketree Ct. Suite 700, Raleigh, NC 27604

Andrea Yarbrough: ayarbrough@clearchannel.com OR

Fayetteville

Fayetteville Observer

Phone: (910) 486-3500

E-mail: news@fayettevillenc.com

Fax (910) 486-3545.

106.1 RDU (See Durham)

Greensboro

Greensboro News & Record

Address: 200 East Market Street, Greensboro, NC 27401

Phone: (336) 373-7000 or (800) 553-6880

Features Editor: Susan Ladd, (336) 373-7006, e-mail: sladd@news-record.com

Classic Rock 92

Business Office Phone: (336) 274-8042

Address: 192 East Lewis Street, Greensboro, NC 27406

Greenville

The Daily Reflector

Street address: 1150 Sugg Parkway, Greenville, NC 27834

Features editor: Frank Rabey, frabey@coxnc.com, (252)329-9575

106.1 RDU (See Durham)

106.5 WSFL

Mailing Address: WSFL, 207 Glenburnie Dr., New Bern, NC 28560.

Business/Office Line: (252) 633-1500

High Point

High Point Enterprise

Address: 210 Church Avenue, P.O. Box 1009, High Point, N.C. 27261

Phone: 336-888-3500

Classic Rock 92 (See Greensboro)

Jacksonville

Jacksonville Daily News

Address: 724 Bell Fork Rd, PO Box 196, Jacksonville, NC 28546

Phone: (910) 353-1171

Managing Editor: Madison Taylor, mtaylor@freedomenc.com

106.1 (See Durham)

106.5 (See Greenville)

Kinston

The Kinston Free Press

Address: 2103 N. Queen Street, Kinston, NC 28501

Main telephone: (252) 527-3191

Editor: 2103 N. Queen Street, Kinston, NC 28501

Main telephone: (252) 527-3191

New Bern

The Sun Journal

Address: 3200 Wellons Blvd., New Bern, N.C. 28562

Phone: (252) 638-8101

106.1 RDU (See Durham)

106.5 WSFL (See Greenville)

Raleigh

Raleigh News & Observer

Address: 215 South McDowell Street, P.O. Box 191, Raleigh, NC 27602

Phone: (919) 829-4500

106.1 (See Durham)

Wilmington

The Star News

Community News Editor: Dave Ennis, david.ennis@starnewsonline.com,

(910) 343-2319

Features Editor: Amanda Kingsbury, amanda.kingsbury@starnewsonline.com,

(910) 343-2375

Address: Star-News, P.O. Box 840, Wilmington, NC 28402

The Bone 93.7/103.7

Contact information not available

Winston-Salem

The Winston-Salem Journal

Street Address: 418 N. Marshall St, Winston-Salem, NC 27101

Mailing address: P.O. Box 3159, Winston-Salem, NC 27102

Phone: (336) 727-7211

Features: features@wsjournal.com or (336) 727-7393

Classic Rock 92 (See Greensboro)

North Carolina Biker Bars

Apex

Little Bar
2901 US Hwy 64 W
Apex, NC
(919) 362-1122
Tavern

Cary

Woody's Sports Pub
8322 Chapel Hill Rd
Cary, NC
(919) 380-7737
Tavern/Pool

Chapel Hill

Michael's Bar & Grill
Cole Park Plaza #201, Hwy 15 501
Chapel Hill, NC
(919) 942-6904
Bar & Grill

Charlotte

Hooters
5226 E Independence
Charlotte, NC
(704) 536-9280
Food

Hooters
5221 South Blvd
Charlotte, NC
(704) 527-2085
Tavern

Johnny's
4410 Beatties Ford Rd
Charlotte, NC

(704) 392-0950
Tavern

Oakhurst Country Club
4733 Monroe Rd
Charlotte, NC
(704) 568-2835
Tavern

Tony's
10004 Moores Chapel Loop Rd
Charlotte, NC
(704) 398-2547
Tavern

Clinton

Mini Pitstop Grocery & Grill
11016 Garland Hwy
Clinton, NC
(910) 592-2766
Grocery & Grill

Concord
T & J's Deli
30 Church St SE
Concord, NC
(704) 784-3414
Tavern/Deli

Durham

Durham Harley-Davidson Café
821 N Miami Blvd
Durham, NC
(919) 680-2081
Food

Shooters II
827 W Morgan St
Durham, NC
(919) 680-0428
Bar & Grill

Fayetteville

Dawg House
6340 Ramsey St
Fayetteville, NC
(910) 630-5106
Cocktail Lounge

Firehouse Pub
6419 Yadkin Rd
Fayetteville, NC
(910) 487-8389
Tavern

Kitty's Place
2920 Fort Bragg Rd
Fayetteville, NC
(910) 484-1243
Night Club/Live Music

Legend's Pub
4624 Bragg Blvd #D
Fayetteville, NC
(910) 867-2364
Tavern

Goldsboro

Country Time
2006 N William St
Goldsboro, NC
(919) 734-7270
Tavern

Greensboro

DK Hooligan's Buffalo Grill
3720 S Holden Rd #B
Greensboro, NC
(336) 632-1521
Tavern

Hooters
3030 High Point Rd
Greensboro, NC
(336) 852-4600
Bar & Grill

Pepper's Den
2901 Spring Garden St
Greensboro, NC
(336) 299-2241
Cocktail Lounge

Plum Krazy's
106 College Rd
Greensboro, NC
(336) 851-0133
Food/Tavern

Greenville

Big Al's Tavern
3613 Brick Kiln Rd
Greenville, NC
(252) 754-8050
Tavern

High Point
Cleary's
2140 N Main St #105
High Point, NC
(336) 882-0600
Tavern/Food

Majorette Bar & Grill
805 Westchester Dr
High Point, NC
(336) 887-0503
Bar & Grill

Triangle Billiards
1310 N Main St
High Point, NC
(336) 886-9914
Pool/Entertainment

Kernersville

County Line Tavern
1408 E Mountain St
Kernersville, NC
(336) 992-1250
Food/Tavern

King

Tiny Diny
348 E Dalton Rd
King, NC
(336) 983-6717
Food/Tavern

Lake Lure

Margaritaville Grill & Cantina
2795 Memorial Hwy
Lake Lure, NC
(828) 625-9324
Food/Tavern

Mebane

Nancy's Bar & Grill
6301 US Hwy 70
Mebane, NC
(336) 563-9622
Bar & Grill

Outback Saloon Too
1221 Trollingwood Hawfields Rd
Mebane, NC
(919) 304-2430
Tavern

Mt. Airy

Gayle's Place: 2747 Park Dr
Mt. Airy, NC
(336) 374-5110
Tavern/Carry-Out

Marvin's Bar & Lounge
Rt 89 W
Mt. Airy, NC Map

(336) 789-5469
Tavern

Music Palace, The
1000 West Pine St (Hwy 89)
Mt. Airy, NC
(336) 789-9490
Night Club

Raleigh

Barn
2407 Garner Rd
Raleigh, NC
(919) 832-6677
Tavern

Hooters
4206 Wake Forest Rd
Raleigh, NC
(919) 850-9882
Bar & Grill

O'Malley's Tavern
5228 Holly Ridge Dr
Raleigh, NC
(919) 787-1234
Food/Tavern

Scooters Bar & Grill
1911 Sego Ct
Raleigh, NC
(919) 954-2171
Tavern

Silver Dollar Saloon
7428 Capital Blvd
Raleigh, NC
(919) 876-9434
Night Club

Salisbury

Ted's Famous Chicken
1815 W Jake Alexander Blvd
Salisbury, NC
(704) 638-2429

Bar & Grill

Spring Lake

Decades Lounge
450 W Manchester Rd
Spring Lake, NC
(910) 436-6511
Tavern

Willow Spring

Rocky's Road House
3616 NC 42 Hwy
Willow Spring, NC
(919) 567-1114
Night Club

Wilmington

Barbary Coast
116 S Front St
Wilmington, NC
(910) 762-8996
Night Club

Dug Out Lounge
3512 Carolina Beach Rd
Wilmington, NC
(910) 395-6208
Tavern

Hooters
5112 Market St
Wilmington, NC
(910) 791-0799
Bar & Grill

Pure Gold
143 S College Rd
Wilmington, NC
(910) 452-2228
Adult Night Club

Wilson

Harley's Biker Bar
2330 NC42 East
Wilson, NC
(252) 291-6788
Tavern

Winston-Salem

Choppy's Den
4221 Patterson Ave
Winston-Salem, NC
(336) 767-8530
Tavern

Ted's Kickin Chicken
4630 S Main St
Winston-Salem, NC
(336) 650-0290
Restaurant

Drinking and Riding Pitch Letter

Contact Information
Publication
Editor's Name
Address

Dear Editor,

I would like to propose a feature story outlining the experiences of Alan Huntley, a young man living in Greenville, North Carolina who was involved in a single vehicle motorcycle crash due to intoxicated and irresponsible riding. Alan's story can be used as an example of the dangers posed to people who choose to ride motorcycles under the influences of alcohol and other impairing substances, a problem which is growing in North Carolina.

According to many statistics, as many as 30 percent of fatalities stemming from motorcycle crashes involve riders with a BAC above the North Carolina legal limit. The frequency of alcohol related crashes has risen steadily in the state for each of the past seven years, a trend that is worthy of serious consideration.

The North Carolina Governor's Highway Safety Program is launching a public relations campaign targeting both younger and older riders, designed to decrease the rising number of crashes seen on North Carolina roadways. Even though motorcycles account for less than 1.5 percent of all miles driven annually in North Carolina, motorcycle crashes account for almost 10 percent of all motor-vehicle-related fatalities.

If you are interested in such a feature story, please contact me at 919-630-2956, or email me at weinerj@email.unc.edu, and we will arrange a time to interview Alan Huntley at your convenience. At that time, I will also provide you with any additional information you may need concerning the dangers of impaired riding or the Governor's Highway Safety Program. Thank you for considering this feature story.

Sincerely,

Jon Weiner, JonTANE Public Relations

Other Motorists Pitch Letter

Contact Information
Publication
Editor's Name
Address

Dear Editor,

I would like to propose a feature story outlining the experiences of _____, a man living in _____, North Carolina who was involved in a horrific motorcycle crash because his bike was not seen by another motorist. _____'s story can be used as an example of the why it is imperative that motorists recognize motorcycles on North Carolina roadways and give them the same amount of space and room to maneuver as they would any other motorists.

Fatalities due to motorcycle crashes have been steadily rising for the past seven years within our state, and other motorists not seeing motorcycles or giving them the necessary room to operate is one of the leading reasons why this number continues to rise. Even though motorcycles account for less than 1.5 percent of all miles driven annually in North Carolina, motorcycle crashes account for almost 10 percent of all motor-vehicle-related fatalities.

The North Carolina Governor's Highway Safety Program is launching a public relations campaign targeting both younger and older riders, designed to decrease the rising number of crashes seen on North Carolina roadways. One of the main focuses of this effort is to make motorists aware of motorcycles on the road, and to recognize that they need just as much room to drive safely as any other vehicle, if not more.

If you are interested in such a feature story, please contact me at 919-630-2956, or email me at weinerj@email.unc.edu, and we will arrange a time to interview Alan Huntley at your convenience. At that time, I will also provide you with any additional information you may need concerning the motorcycle crashes in North Carolina or the Governor's Highway Safety Program. Thank you for considering this feature story.

Sincerely,

Jon Weiner, JonTANE Public Relations

Drinking and Riding Letter to the Editor

Name
Publication
Address

LETTER TO THE EDITOR CONTACT: Jon TANE PR
JonTane@listserv.unc.edu

Date April 26, 2006

Word Count: 231

Drinking and driving gets a lot of publicity. Drinking and riding, on the other hand, isn't as talked about, despite it being both a separate and serious problem.

According to the National Highway Traffic Safety Administration, 27 percent of motorcycle operators involved in fatal crashes in 2004 had blood alcohol concentration levels of .08 g/dL or higher. This rate is higher than for any other motor vehicle, with the next highest being 22 percent for passenger cars.

Riding a motorcycle is different than operating other vehicles. It requires more skills and a higher level of alertness. Hence, motorcyclists must consume fewer alcoholic beverages when riding. Few take this into consideration, however, and assume they can ride after consuming the same number of alcoholic drinks as they normally do when driving. This is not only false, but it is a dangerous assumption to make.

Furthermore, motorcyclists were also less likely to practice safe riding when under the influence. For example, those killed in traffic crashes with BAC levels of .08

- MORE -

g/dL or higher wore helmets 41 percent of the time as compared to 63 percent for those who consumed no alcohol (NHTSA).

It is imperative that we step in and put a stop to this. There must be more media coverage appealing to riders that it is even more important not to drink and ride.

Everyone's safety is at stake.

-Jon TANE PR, Chapel Hill

- ### -

PSAs to Other Motorists

Jon TANE P.R.

The knowledge you desire. The results you demand.

| | | | |
|---------|--------------------------------------|-------------|--------------|
| CLIENT: | NC Governor's Highway Safety Program | TIME: | :30 Seconds |
| TITLE: | Share the Roads | Start DATE: | Apr. 1, 2005 |
| | | Stop DATE: | June 1, 2005 |

FEMALE V/O: WITH THE SUMMER DRIVING SEASON APPROACHING,

MORE AND MORE PEOPLE WILL FILL NORTH CAROLINA

ROADS INCLUDING MOTORCYCLISTS. JUST BECAUSE A

MOTORCYCLE IS MUCH SMALLER THAN A MINI VAN, DOESN'T

MEAN THE MOTORCYCLIST DESERVES LESS SPACE ON THE

ROAD. EVERYONE SIMPLY WANTS TO REACH THEIR

DESTINATION SAFELY AND CAUTIOUS DRIVING WILL HELP

ANY DRIVER DO THIS. WHEN YOU ARE DRIVING THIS

SUMMER, WATCH OUT FOR MOTORCYCLISTS AND THEY'LL

WATCH OUT FOR YOU. SHARE THE ROAD AND HAVE A FUN,

SAFE SUMMER DRIVING SEASON.

TWO SECOND PAUSE

MALE V/O:

THIS MESSAGE WAS BROUGHT TO YOU BY THE NORTH

CAROLINA GOVERNOR'S HIGHWAY SAFETY PROGRAM.

Jon TANE P.R.

The knowledge you desire. The results you demand.

| | | | |
|---------|--------------------------------------|-------------|---------------|
| CLIENT: | NC Governor's Highway Safety Program | TIME: | :30 Seconds |
| TITLE: | Share the Roads | Start DATE: | June 1, 2005 |
| | | Stop DATE: | Sept. 1, 2005 |

FEMALE V/O: WITH THE SUMMER DRIVING CURRENTLY IN FULL

 SWING, PEOPLE WILL CONTINUE TO FILL NORTH CAROLINA

 ROADS INCLUDING MOTORCYCLISTS. JUST BECAUSE A

 MOTORCYCLE IS MUCH SMALLER THAN A MINI VAN, DOESN'T

 MEAN THE MOTORCYCLIST DESERVES LESS SPACE ON THE

 ROAD. EVERYONE SIMPLY WANTS TO REACH THEIR

 DESTINATION SAFELY AND CAUTIOUS DRIVING WILL HELP

 ANY DRIVER DO THIS. WHEN YOU ARE DRIVING THIS

 SUMMER, WATCH OUT FOR MOTORCYCLISTS AND THEY'LL

 WATCH OUT FOR YOU. SHARE THE ROAD AND HAVE A FUN,

 SAFE SUMMER DRIVING SEASON.

TWO SECOND PAUSE

MALE V/O:

 THIS MESSAGE WAS BROUGHT TO YOU BY THE NORTH

 CAROLINA GOVERNOR'S HIGHWAY SAFETY PROGRAM.

Jon TANE P.R.

The knowledge you desire. The results you demand.

| | | | |
|---------|--------------------------------------|-------------|--------------|
| CLIENT: | NC Governor's Highway Safety Program | TIME: | :30 Seconds |
| TITLE: | Share the Roads | Start DATE: | Sept 1, 2005 |
| | | Stop DATE: | Oct. 1, 2005 |

FEMALE V/O: WITH THE SUMMER DRIVING SEASON WINDING DOWN,

 PEOPLE WILL CONTINUE TO FILL NORTH CAROLINA ROADS

 INCLUDING MOTORCYCLISTS. AUTUMN IS JUST AROUND THE

 CORNER AND MOTORCYCLISTS AND DRIVERS ALIKE ARE

 LOOKING FOR THAT ONE LAST GET AWAY. JUST BECAUSE A

 MOTORCYCLE IS MUCH SMALLER THAN A MINI VAN, DOESN'T

 MEAN THE MOTORCYCLIST DESERVES LESS SPACE ON THE

 ROAD. EVERYONE SIMPLY WANTS TO REACH THEIR

 DESTINATION SAFELY AND CAUTIOUS DRIVING WILL HELP

 ANY DRIVER DO THIS. WHEN YOU ARE DRIVING THIS

 SUMMER, WATCH OUT FOR MOTORCYCLISTS AND THEY'LL

 WATCH OUT FOR YOU. SHARE THE ROAD AND HAVE A FUN,

 SAFE SUMMER DRIVING SEASON.

ONE SECOND PAUSE

MALE V/O:

THIS MESSAGE WAS BROUGHT TO YOU BY THE NORTH
CAROLINA GOVERNOR'S HIGHWAY SAFETY PROGRAM.

Jon TANE P.R.

The knowledge you desire. The results you demand.

| | | | |
|---------|--------------------------------------|-------------|--------------|
| CLIENT: | NC Governor's Highway Safety Program | TIME: | :15 Seconds |
| TITLE: | Share the Roads | Start DATE: | Apr. 1, 2005 |
| | | Stop DATE: | June 1, 2005 |

FEMALE V/O: WITH THE SUMMER DRIVING SEASON RIGHT AROUND
THE CORNER, MORE AND MORE PEOPLE WILL BE TAKING TO
NORTH CAROLINA ROADS INCLUDING MOTORCYCLISTS. A
MOTORCYCLE ON THE HIGHWAY DESERVES THE SAME SPACE
AND TREATMENT AS ANY OTHER MOTOR VEHICLE. SHARE
THE ROAD AND DRIVE SAFELY.

MALE V/O (READ QUICKLY):

THIS MESSAGE WAS BROUGHT TO YOU BY THE NORTH
CAROLINA GOVERNOR'S HIGHWAY SAFETY PROGRAM.

Jon TANE P.R.

The knowledge you desire. The results you demand.

| | | | |
|---------|--------------------------------------|-------------|---------------|
| CLIENT: | NC Governor's Highway Safety Program | TIME: | :15 Seconds |
| TITLE: | Share the Roads | Start DATE: | June 1, 2005 |
| | | Stop DATE: | Sept. 1, 2005 |

FEMALE V/O: WITH THE SUMMER DRIVING SEASON IN FULL SWING,
PEOPLE WILL CONTINUE TO FILL NORTH CAROLINA ROADS
INCLUDING MOTORCYCLISTS. A MOTORCYCLE ON THE
HIGHWAY DESERVES THE SAME SPACE AND TREATMENT AS
ANY OTHER MOTOR VEHICLE. SHARE THE ROAD AND DRIVE
SAFELY.

MALE V/O (READ QUICKLY):

THIS MESSAGE WAS BROUGHT TO YOU BY THE NORTH
CAROLINA GOVERNOR'S HIGHWAY SAFETY PROGRAM.

Jon TANE P.R.

The knowledge you desire. The results you demand.

| | | | |
|---------|--------------------------------------|-------------|---------------|
| CLIENT: | NC Governor's Highway Safety Program | TIME: | :15 Seconds |
| TITLE: | Share the Roads | Start DATE: | Sept. 1, 2005 |
| | | Stop DATE: | Oct. 1, 2005 |

FEMALE V/O: AS THE SUMMER DRIVING SEASON WINDS DOWN AND
WE ALL PREPARE FOR AUTUMN, PEOPLE WILL CONTINUE TO
FILL NORTH CAROLINA ROADS INCLUDING MOTORCYCLISTS.
A MOTORCYCLE ON THE HIGHWAY DESERVES THE SAME
SPACE AND TREATMENT AS ANY OTHER MOTOR VEHICLE.
SHARE THE ROAD AND DRIVE SAFELY.

MALE V/O (READ QUICKLY):

THIS MESSAGE WAS BROUGHT TO YOU BY THE NORTH
CAROLINA GOVERNOR'S HIGHWAY SAFETY PROGRAM.

| Budget | | | |
|------------------------------|-------------------------|-------------------|-------------------|
| Website | 10.00 per hour | 170.00 | |
| Brochures for new riders | 00.15 each | 150.00 | |
| Drinking and riding ads | | | |
| PSAs | | - | |
| Ads in biker bar bathrooms | 00.15 each | 100.00 | |
| Safety gear ads | | | |
| PSAs | | - | |
| PSAs for all motorists | | - | |
| Billboards | 4,500.00 per month | 81,000.00 | |
| Letters to new motorcyclists | | 200.00 | |
| Letters to old motorcyclists | | 250.00 | |
| | | <u>81,870.00</u> | 81,870.00 |
| Ads for event | | | |
| Radio | | 55,000.00 | |
| TV | | 70,000.00 | |
| Newspapers | | 21,500.00 | |
| | | <u>146,500.00</u> | 146,500.00 |
| Event | | | |
| Chairs | 1.00 each | 200.00 | |
| Tables | 7.50 each | 375.00 | |
| Stage | | 400.00 | |
| Tents | 295.00 each | 2,360.00 | |
| Band | | 1,500.00 | |
| Speaker | | 1,500.00 | |
| Food | 11.00 per person | 3,300.00 | |
| Raleigh Fairgrounds | | 500.00 | |
| T-shirts | 6.50 per shirt + screen | 1,975.00 | |
| Misc giveaways | | 500.00 | |
| Misc supplies | | 1,000.00 | |
| | | <u>13,610.00</u> | 13,610.00 |
| Time | 50.00 per hour | <u>8,000.00</u> | |
| | | 8,000.00 | <u>8,000.00</u> |
| Grand Total | | | 249,980.00 |

***The following pages are sample advertisements
for our campaign, including the t-shirt design for
our event***